

BUNDLES

Laptops

1 of 3: See all 3

HP Envy x360 Convertible 15.6" Laptop, Intel Core i7-7500U Processor, 8 GB RAM, 256 GB SSD Hard Drive

by HP | Item # 539545 | ★★★★★ (45)

About this item [Description](#) [Ratings and reviews](#)

Color:

TOUCH

HP Pavilion x360 2-in-1

5★ (1)

See all 3

Select

MacBook

A photograph of a man with a beard and short hair, wearing a light blue button-down shirt and a red tie. He is smiling and talking on a black smartphone held to his right ear. He is standing in what appears to be a warehouse or industrial setting, with large stacks of boxes and shipping containers visible in the background. In the foreground, there are some blurred items, possibly packages or equipment.

**Deric sells items in a
variety of categories on
samsclub.com**

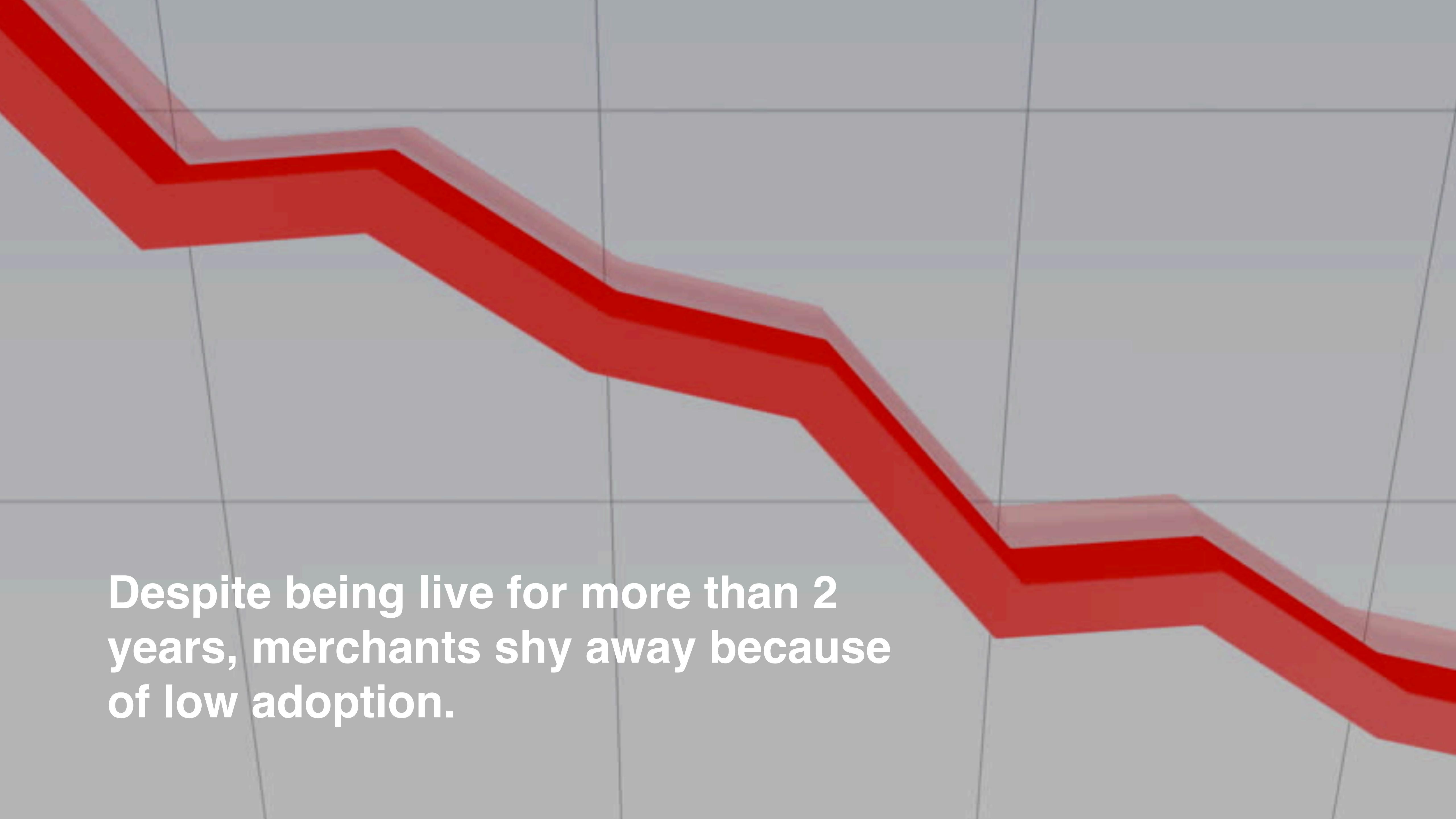


He keeps an eye on sales and is well informed of his business.



“

I tried setting up a
bundle on Sams,
didn't work out.
People don't come to
Sams for bundles.



Despite being live for more than 2 years, merchants shy away because of low adoption.

**How might we increase the usage of
bundles on Sam's Club?**

..but why should we care?

..because bundles

reduce decision exhaustion for the user

increase average order value

give room for discounts and competitive pricing

users see it as a ‘deal’

**Let's re-imagine bundles from
scratch.**

[« Back to search results for "bundle"](#)



Panasonic

Panasonic HC-V380K Full HD 1080p Camcorder Bundle

★★★★★ 5 customer reviews

[3 Price Changes](#) [Add to DropList](#)

Price: \$337.99

Sale: \$289.99

You Save: \$48.00 (14%)

Only 2 left in stock - order soon.

Want it Wednesday, June 14? Order within 68 hrs 3 mins and choose Two-Day Shipping at checkout.

Details

Sold by Focus Camera and Fulfilled by Amazon. Gift-wrap available.

- Super-sharp Full HD 1080p recording
- Intelligent 90x zoom, with 5-axis Hybrid Optical Image Stabilization provides maximum handheld stability
- Wi-Fi and NFC enabled for quickly sharing content and controlling camcorder features remotely
- Wi-Fi mobile device Twin Camera feature adds multi-camera scene picture-in-picture recording
- In-camera Creative Control and Intelligent Auto Plus modes enhance creative possibilities

[See more product details](#)

Compare with similar items

New (2) from \$289.99

[Report incorrect product information.](#)

Non-configurable (static)



Electronics > Computers > Laptops > Shop Laptops by Type > All Laptop Computers

Tax Time Laptop Value Bundle w/Choice of Laptop, Case, Flash Drive & Printer

Walmart #: 7D2FT5ZC13S9

Bundle Includes



\$263⁷⁴ - \$511⁹⁹

Save up to \$771.05 (292%) on this bundle

[Start Choosing Now](#)

See delivery dates

See availability

1 Select 1 Laptop

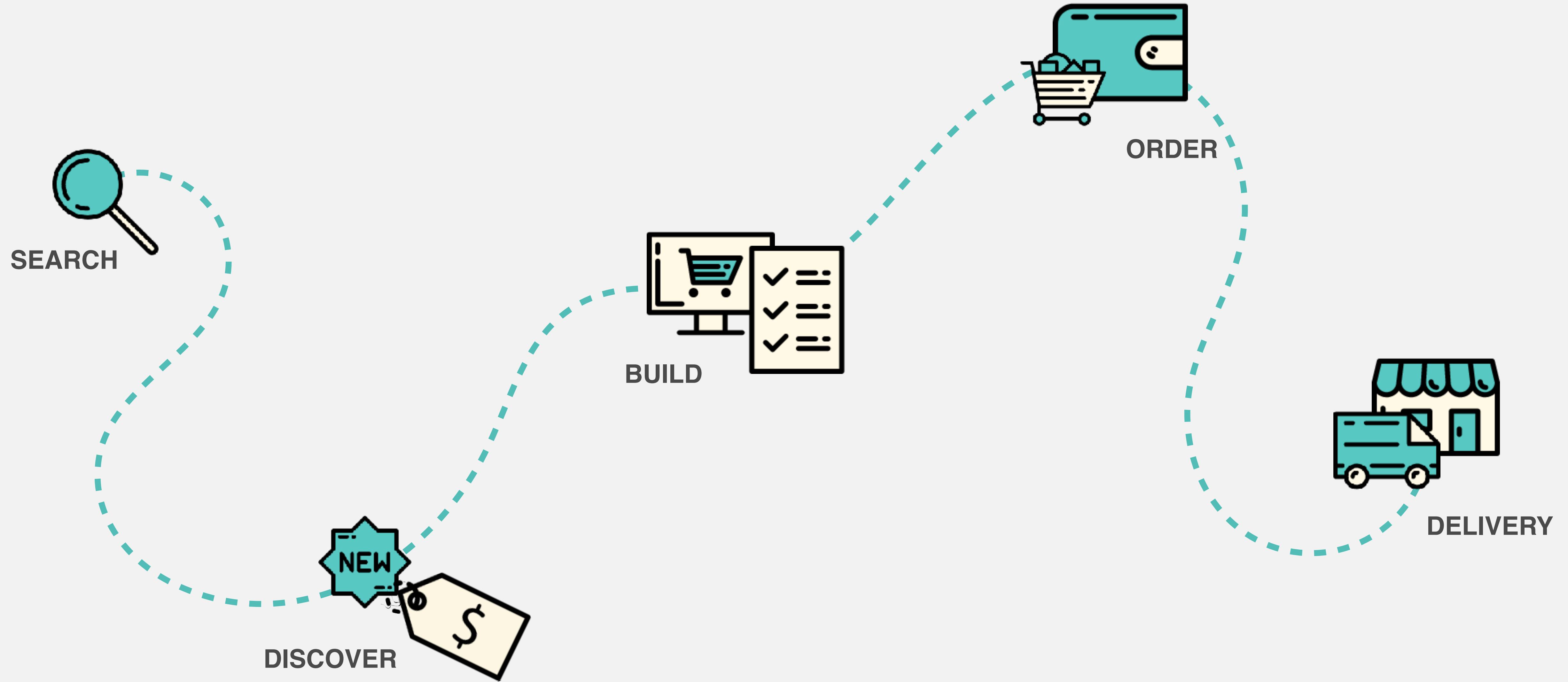
2 Select 1 Case (Select Matching Size for Laptop)

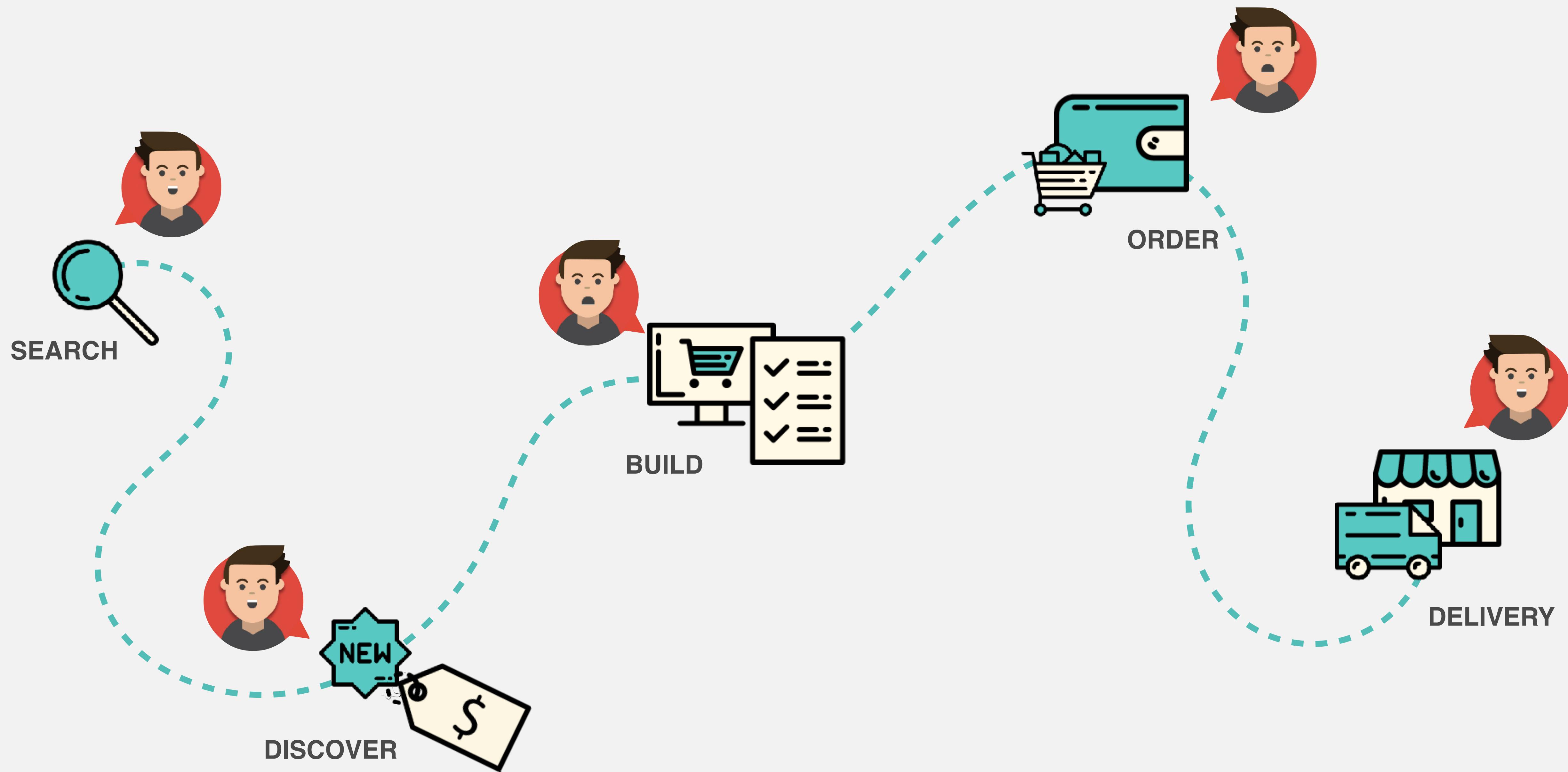
3 Select 1 USB Flash Drive

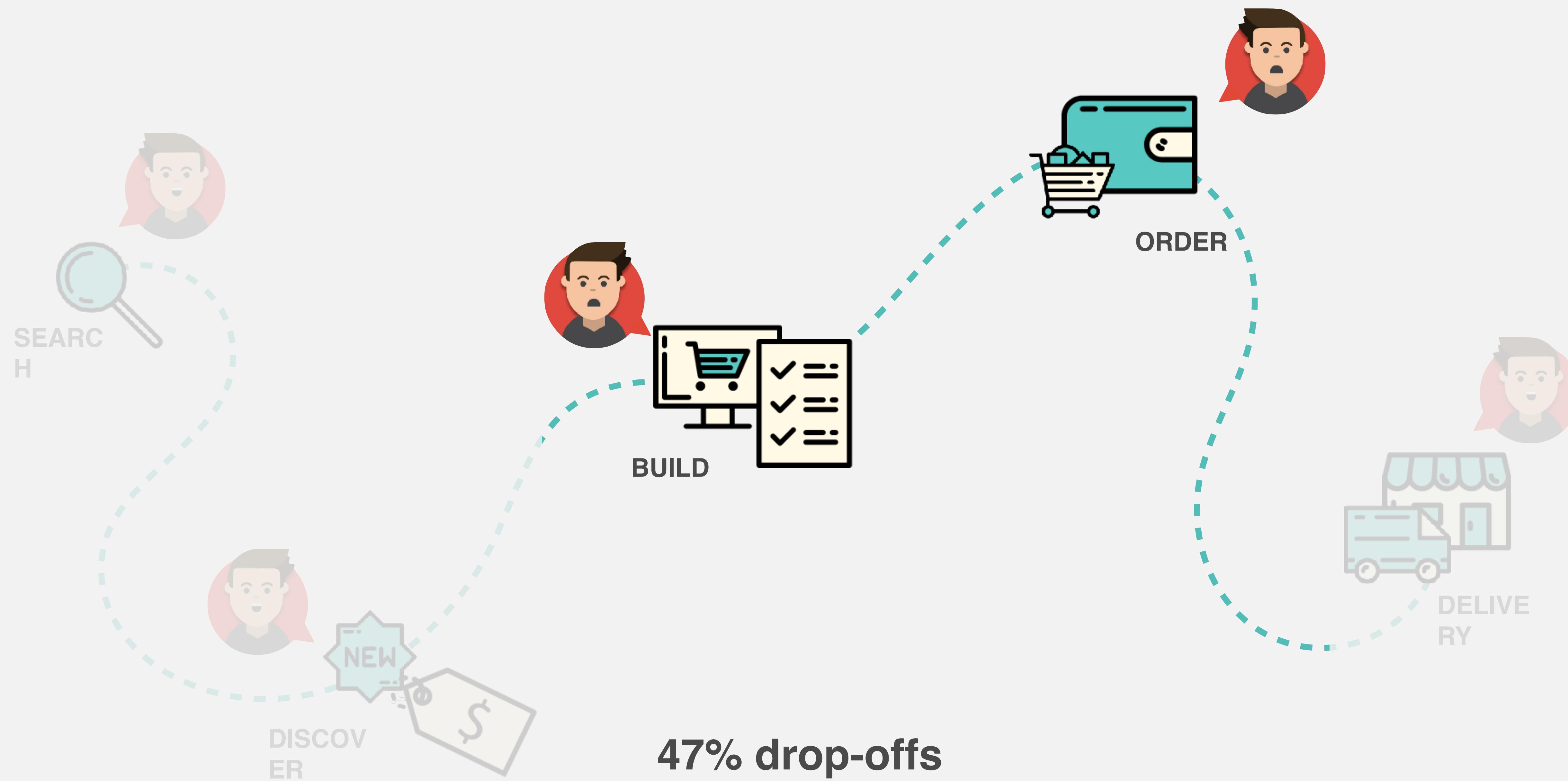
4 Select 1 Printers

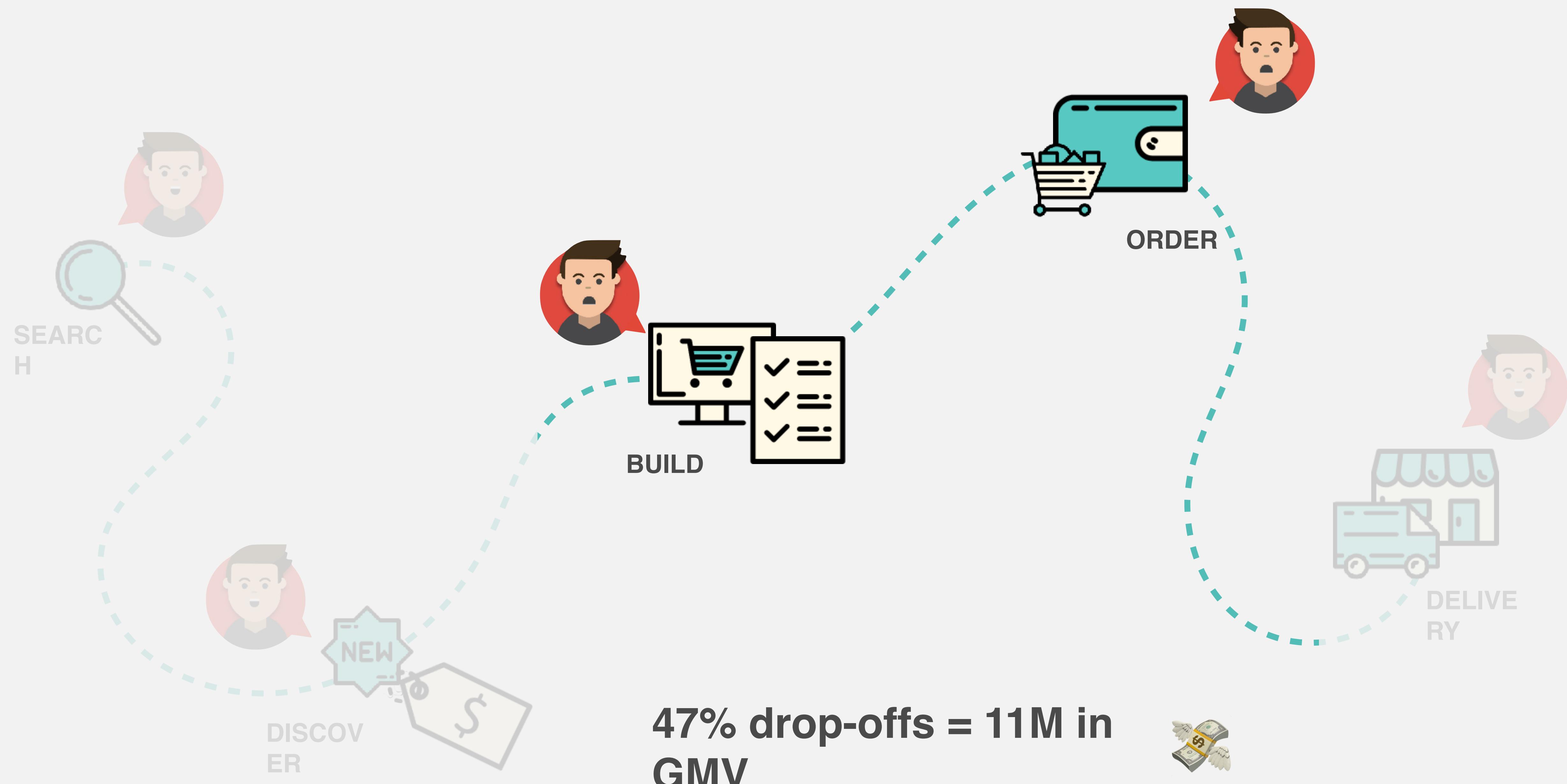
Configurable











Why do these users drop off?

samsclub.com/bundles

Sams Club 0

qore performance hydration system bundle

Puerto Rico relief | We'll match two dollars for every dollar you give. Click here.

qore performance hydration system bundle

9 results Sort & Refine

Qore Performance Hydration System Short and Armband Bundle
\$74⁹⁸
Online only
[View](#)

New Lower Price
Qore Performance Hydration ArmBand System
New Lower Price
Save \$6.05 \$35.86
\$29⁸¹
Online only
[View](#)

New Lower Price
Qore Performance Hydration Short System
\$29⁸¹
Online only
[View](#)

Refine

Showing 1-9 of 9

All Online In club Sort by most relevant

Departments

- Activewear
- Last Chance Buys
- Electronics Promotion
- More...

Product Type

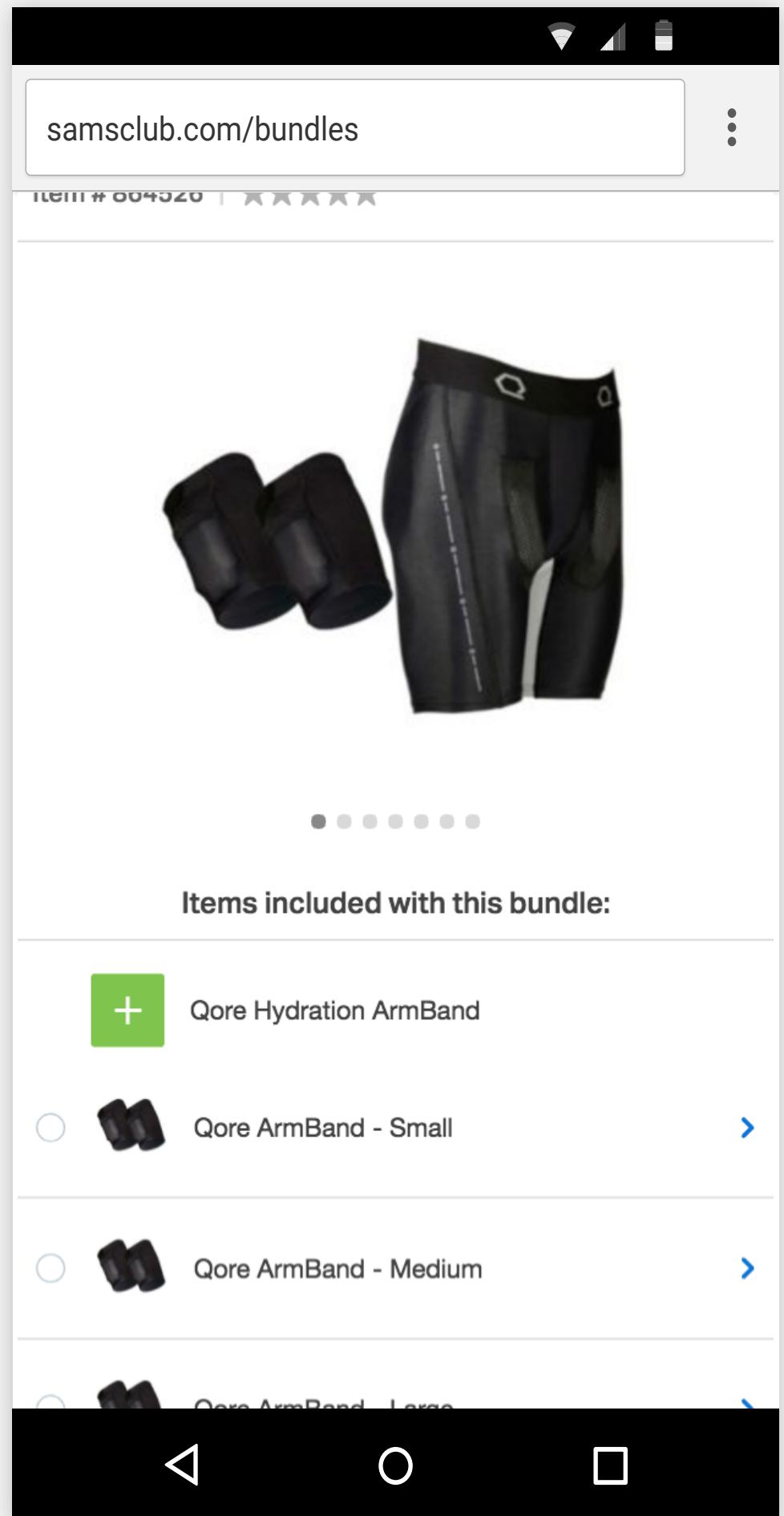
- Cooking Ranges (2)
- Hydration Packs (2)
- Athletic Shorts & Pants (1)
- Sports Sweatbands (1)
- Televisions (1)

Price

- \$10 - \$20 (1)
- \$20 - \$50 (2)
- \$50 - \$100 (2)
- \$500 - \$750 (1)
- \$1250 - \$1500 (1)
- \$1500 - \$2000 (2)

\$ to \$ >

 View more options Qore Performance Hydration System Short and Armband Bundle ★ ★ ★ ★ ★ \$74 ⁹⁸ Online only View	 View more options Qore Performance Hydration ArmBand System ★ ★ ★ ★ ★ \$35.86 \$29 ⁸¹ Online only View	 View more options Qore Performance Hydration Short System ★ ★ ★ ★ ★ \$43.86 \$39 ⁸¹ Online only View
 New Lower Price		



Qore Performance Hydration System Short and Armband Bundle

by QORE | Item #: 864526 | ★★★★★ Write a review Ask a question

Build your bundle: You have 2 more selections to make

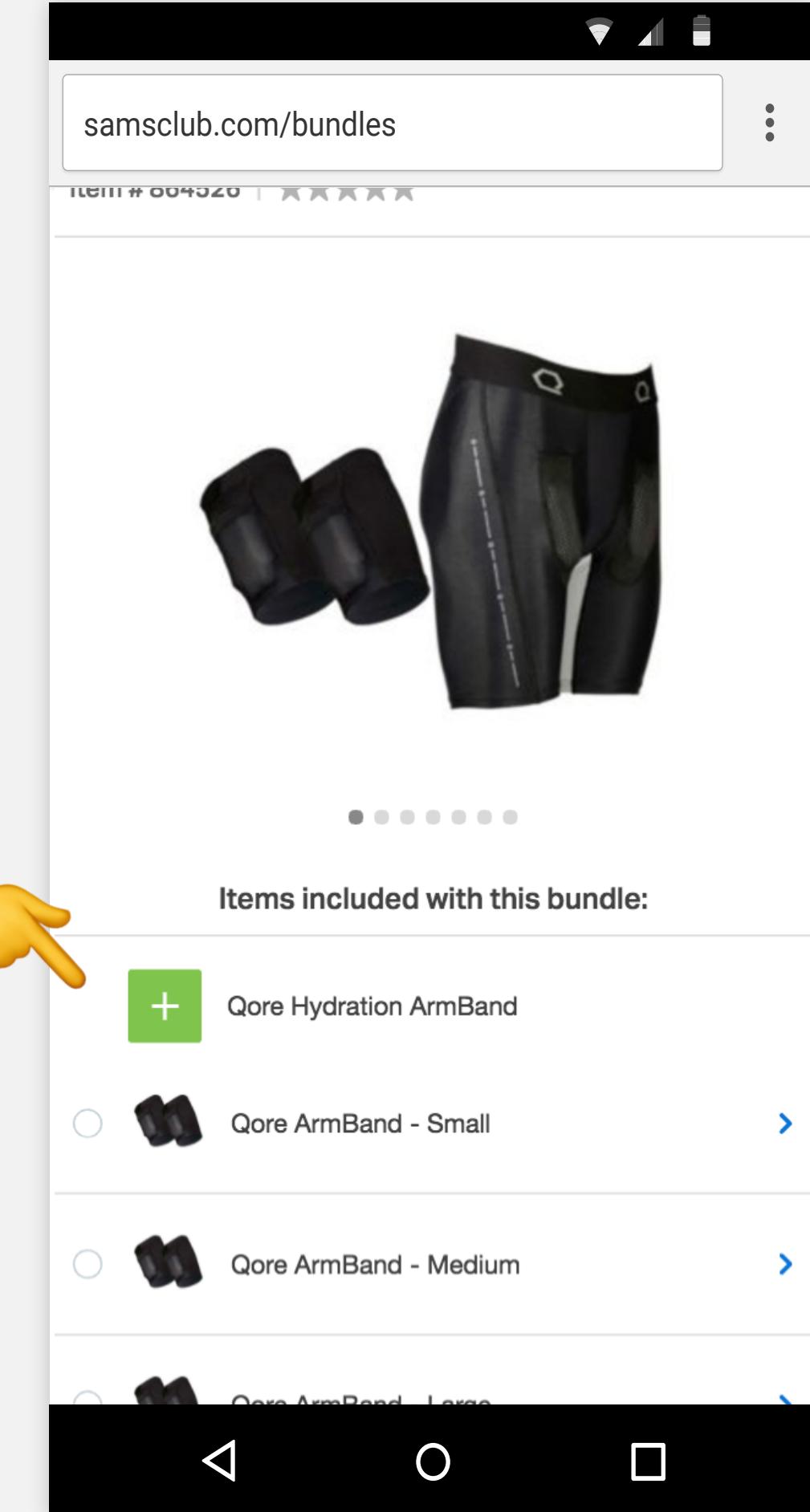
Qore Hydration ArmBand Qore Hydration Short

You're saving \$4.74 by buying these items together Only sold online

Qty **\$74.98** | **Buy online**

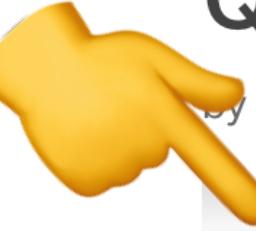
Delivery estimates, taxes and fees are based on zip code. For pickup orders, item availability and final purchase price are based on availability in your Club the day of order pickup.



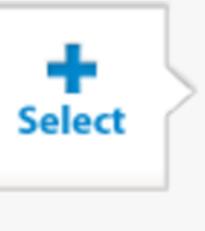


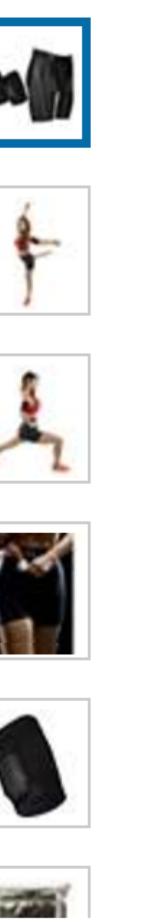
Qore Performance Hydration System Short and Armband Bundle

By QORE | Item #: 864526 | ★★★★★ Write a review Ask a question



Build your bundle: You have 2 more selections to make

 **Qore Hydration ArmBand**
 **Qore Hydration Short**

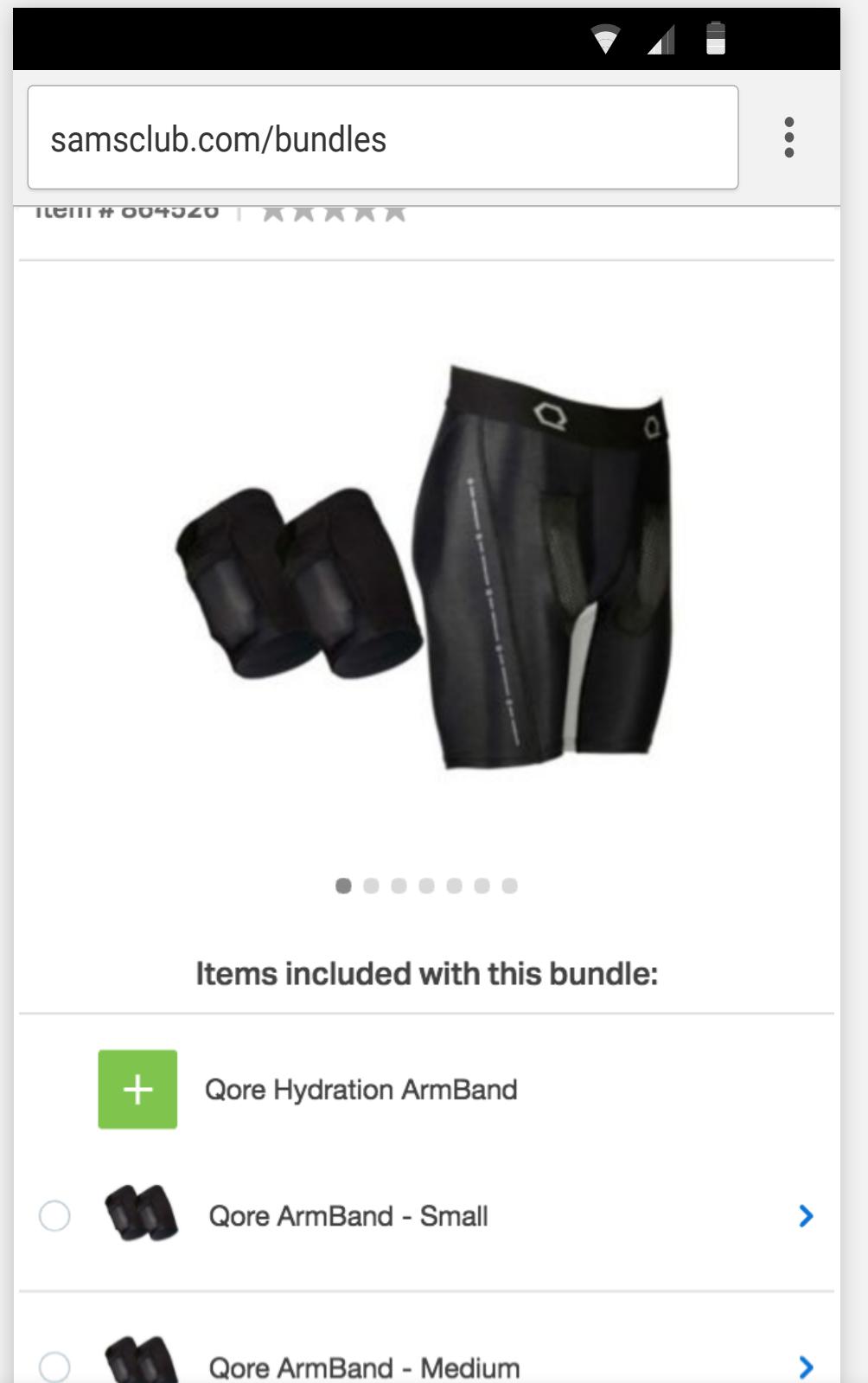




You're saving \$4.74 by buying these items together Only sold online

Qty **\$74.98** | **Buy online**

Delivery estimates, taxes and fees are based on zip code. For pickup orders, item availability and final purchase price are based on availability in your Club the day of order pickup.



Qore Performance Hydration System Short and Armband Bundle

by QORE | Item #: 864526 | ★★★★★ Write a review Ask a question

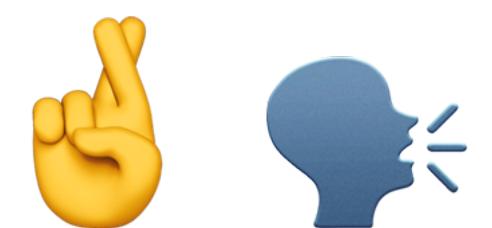
Build your bundle: You have 2 more selections to make

Select Qore Hydration ArmBand Select Qore Hydration Short

You're saving \$4.74 by buying these items together Only sold online

Qty **\$74.98** | **Buy online**

Delivery estimates, taxes and fees are based on zip code. For pickup orders, item availability and final purchase price are based on availability in your Club the day of order pickup.



12 frequent shoppers



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Shocking Values

Gift Cards

Frequency

Sam's Club > Apparel & Shoes > Activewear

Qore Performance Hydration System Short and ArmBand

by QORE

Item #:

864526



Write a review Ask a question

Build your bundle: You have 2 more selections to make



Qore
Hydration
ArmBand



Qore
Hydration
Short

Please complete your bundle before purchasing.

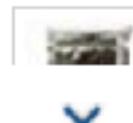
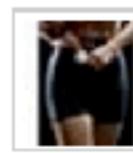
Only sold online

Qty

\$74.98

Buy

Delivery estimates, taxes and fees are based on availability and final purchase price are based on order pickup.



No clear hierarchy

Page jumping
on selection

Dead ends in
the flow



EARN 100 BONUS BOX TOPS WITH THE APP when you purchase 3 participating products. (\$10 value to BTTF eligible school). ©General Mills.

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Your Lists Sam's Club Credit Easy Reorder Join Renew



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Tailgating

Shockingly Values

Gift Cards

Heart Frequently Ordered

Sam's Club > Apparel & Shoes > Activewear

Qore Performance Hydration System Short and Armband Bundle

by QORE | Item #: 864526 |



[Write a review](#) [Ask a question](#)

Build your bundle: You have 2 more selections to make



Qore
Hydration
ArmBand



Qore
Hydration
Short



Only sold online

Qty

\$74.98

| [Buy online](#)

Delivery estimates, taxes and fees are based on zip code. For pickup orders, item availability and final purchase price are based on availability in your Club the day of order pickup.



..our takeaways were

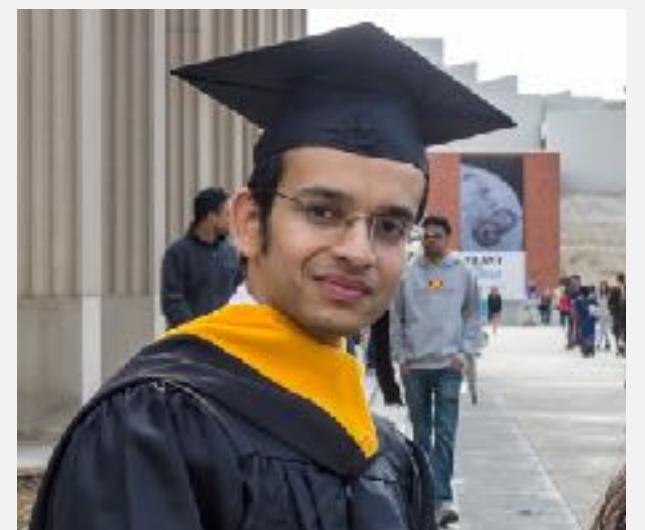
funnel the user and avoid dead ends

provide clear hierarchy

augment purchase decisions at this level

selection vs price is important

After we identified problems with the current design, I spent a couple of days working with the PM to list out the requirements and constraints. Then, I looked at other competitors like Amazon, Best Buy and Home Depot and put together a few explorations. Building off of these and gathering feedback, I prototyped an end to end flow for testing. We identified a few improvements from testing and captured them in the visuals.

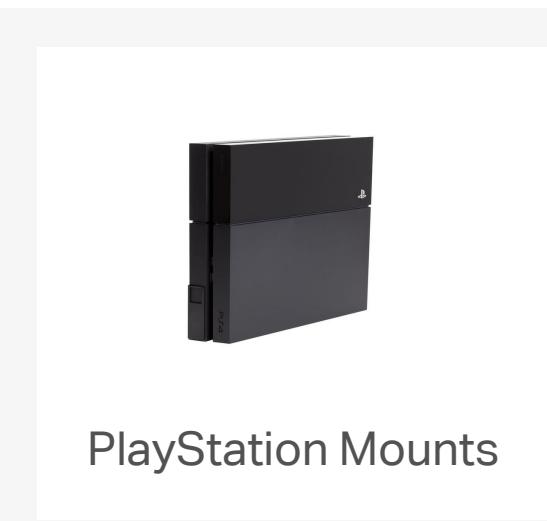


Introducing

X

PlayStation VR Starter Bundle

1 of 3: Select a mount



PlayStation Mounts

+

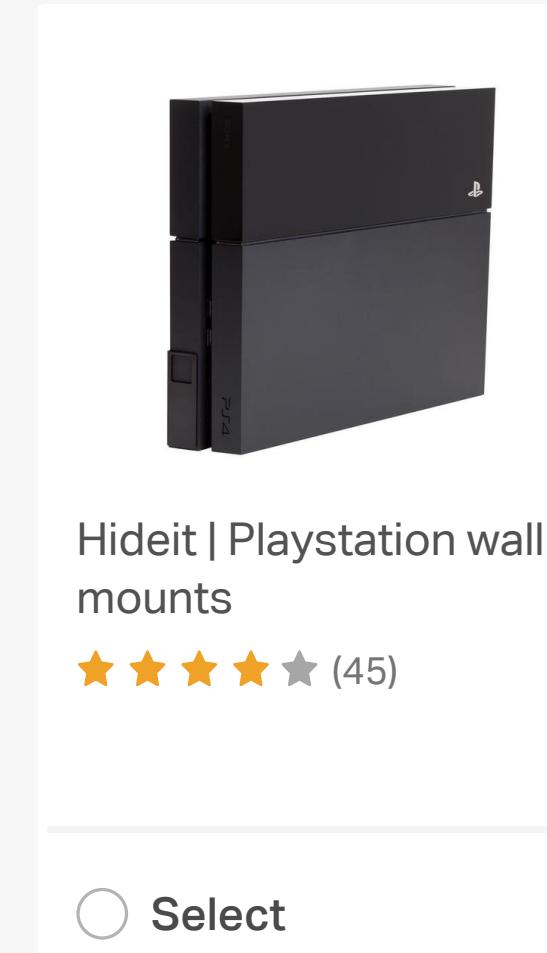


Controllers

+



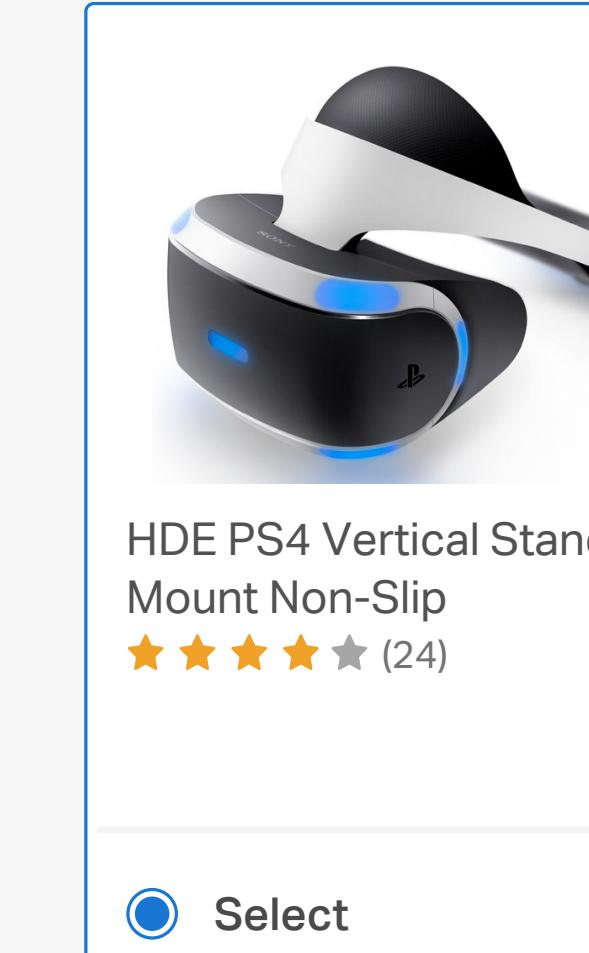
Games



Hideit | Playstation wall
mounts

★★★★★ (45)

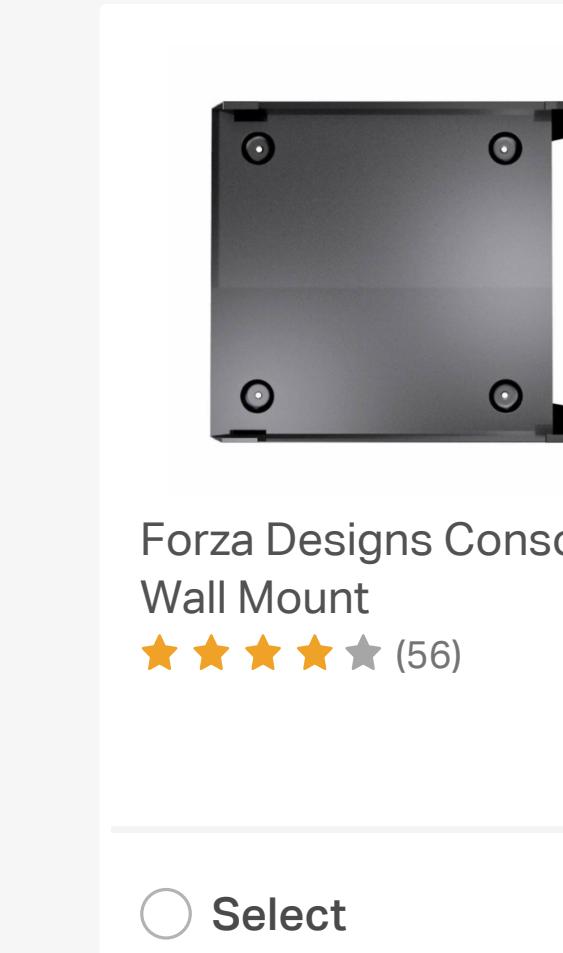
Select



HDE PS4 Vertical Stand
Mount Non-Slip

★★★★★ (24)

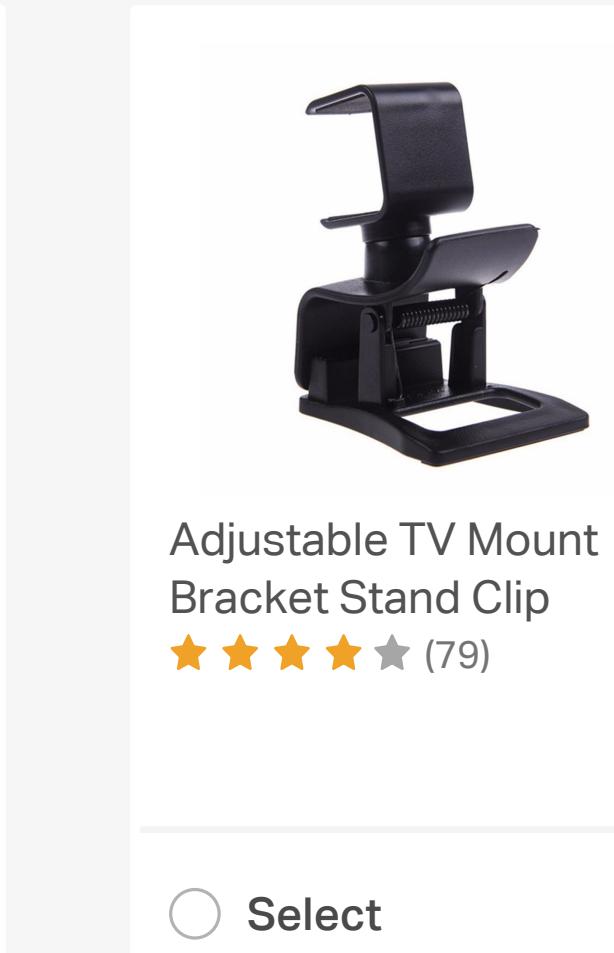
Select



Forza Designs Console
Wall Mount

★★★★★ (56)

Select



Adjustable TV Mount
Bracket Stand Clip

★★★★★ (79)

Select

Save \$40.00

\$645⁰⁰

Continue

[Close X](#)

PlayS

Step 1 o

HDE PS4 Vertical Stand Mount Non-slip – M7021-B3 Ultra HD Full-Array LED Smart TV

by Serta | Item # 539545 | ★★★★☆ (45)

[About this item](#)



[Description](#)

Size: Full

Twin Twin XL Full Queen King

Color: Blue Bell



- Beautifully Smart! The all-new 2014 M-Series 60"" (60.00" Diag.)
- With a stunning picture, premium Smart TV and an ultra-slim frame
- Beautifully Smart! The all-new 2014 M-Series 60"" (60.00" Diag.)
- Beautifully Smart! The all-new 2014 M-Series 60"" (60.00" Diag.)
- With a stunning picture, premium Smart TV and an ultra-slim frame
- Beautifully Smart! The all-new 2014 M-Series 60"" (60.00" Diag.)

[Select](#)

Select

[View options](#)

Select

Select

Select

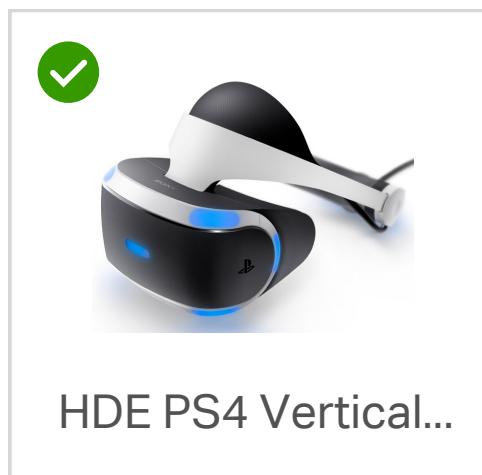
00

[Continue](#)

X

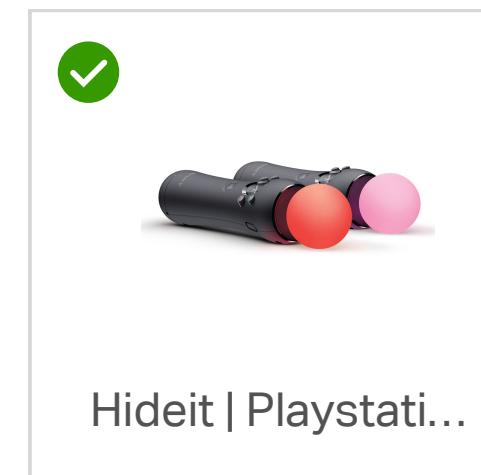
PlayStation VR Starter Bundle

3 of 3: Select a game



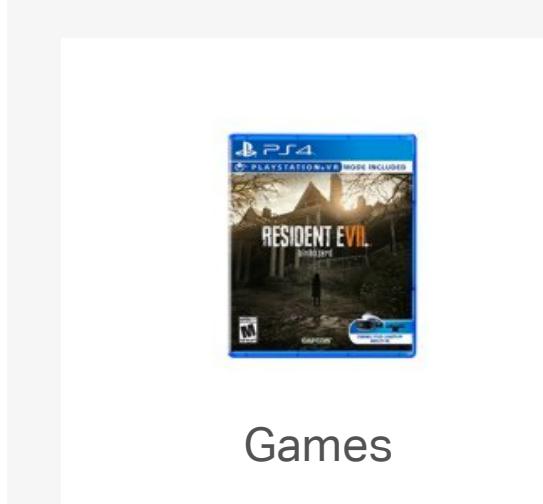
HDE PS4 Vertical...

[Change](#)



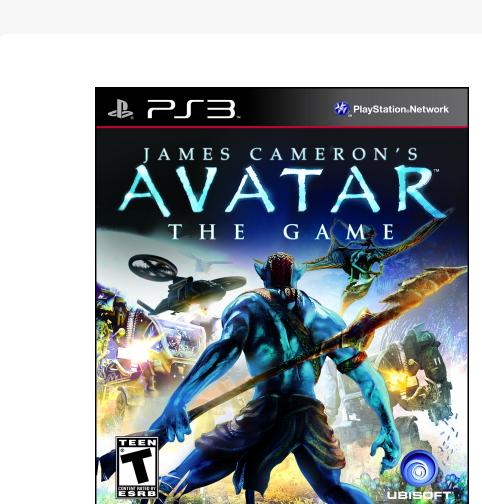
Hidelit | Playstat...

+



Games

+



Hidelit | Playstation wall
mounts

(45)

[Select](#)



HDE PS4 Vertical Stand
Mount Non-Slip

(24)

[Select](#)



Forza Designs Console
Wall Mount

(56)

[Select](#)



Adjustable TV Mount
Bracket Stand Clip

(79)

Save \$90.00

\$645⁰⁰

[Select](#)

[Continue](#)

X

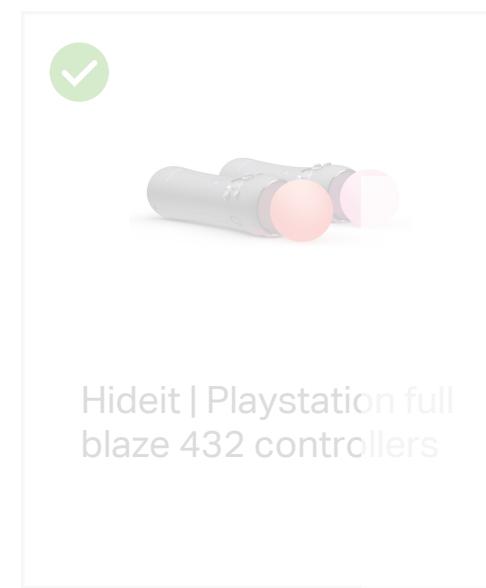
PlayStation VR Starter Bundle

Review and add to cart



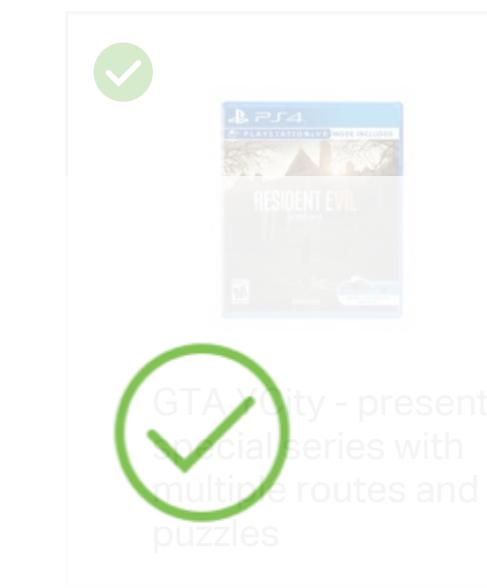
HDE PS4 Vertical Stand
Mount Non-slip –
M7021-B3 Ultra HD
Full-Array LED Smart TV

Change



Hideit | Playstation full
blaze 432 controllers

Change



GTA V: City - presents
Official series with
multiple routes and
puzzles

Save \$100.00

\$645⁰⁰

Add to cart

1 bundle added to cart for shipping

[Shop by department](#)[Business Tools](#) [Member Services](#) [Business Savings](#) [Shocking Values](#) [Gift Cards](#)COMING AUG. 5 | **ONE DAY ONLY SAVINGS** | ONLINE AT 12:01 AM EST & IN CLUB 7 AM →

Cart (1 items)

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	Delivery method	Orig. Price	Qty	Subtotal
 PlayStation VR Bundle Item #: 874857  1 HDE PS4 Vertical Stand Mount...  1 Hideit Playstation full blaze...  1 GTA YCity - presents special...	Ship only	\$645 ⁰⁰	(-) <input type="text" value="1"/> (+)	Save \$100.00 \$645 ⁰⁰

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Subtotal (includes savings)

\$645⁰⁰ Enter ZIP Code[Calculate](#)Est. shipping 

\$0.00

Est. sales tax

\$0.00

Est. product fees 

\$0.00

Estimated total\$645⁰⁰**Estimated savings**

\$100.00

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PlayStation VR Starter Bundle

Save up to \$100.00

\$645⁰⁰

Online

Included

- Laptop
- Laptop Case
- Printer

Start selecting

PlayStation VR Starter Bundle

1 of 3: Select a mount

Hideit | Playstation wall mounts
★★★★★ (45)

Select options

Hideit | Playstation wall mounts
★★★★★ (45)

Select

Hideit | Playstation wall mounts
★★★★★ (45)

Select

Save up to \$100.00

\$645⁰⁰

Continue

Select a controller

Select a game

Back

Hideit | Playstation wall mounts bracket Stand Clip

Color: Blue Bell

Blue	Blue	Blue	Blue	Green	Green
White	Purple	Purple	Pink	Red	+ (More colors)

Size:

Extra Small Small Medium Large

Extra Large

Select

PlayStation VR Starter Bundle

1 of 3: Select a mount

Hideit | Playstation wall mounts
★★★★★ (45)

Select

Hideit | Playstation wall mounts
★★★★★ (45)

Select options

Hideit | Playstation wall mounts
★★★★★ (45)

Select

Save up to \$100.00

\$645⁰⁰

Continue

Select a controller

Select a game

PlayStation VR Starter Bundle

HDE PS4 Vertical Stand Mount Non-slip - M7021-B3 Ultra HD Full-Array LED Smart TV

Hideit | Playstation full blaze 432 controllers

GTA YCity - presents special series with multiple routes and puzzles

Save \$100.00

\$645⁰⁰

Add to cart



Search



Business tools Member services Shocking Values Configurable link

Global message - Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Explorations



Reviews (45) | **Q&A** (25) by Sony | Item 272056

PlayStation VR Starter Bundle

Step into a virtual world with this PlayStation 4 kit: Infinite Warfare bundle. The console has a 500GB hard drive to store games and media files, and its DualShock controller eliminates the hassle of a cord. Become a soldier on a high-tech battlefield in this PlayStation 4 Call of Duty Infinte War bundle.

\$625⁰⁹ - \$975¹⁶

Online

Add to cart

To purchase configure this bundle below

Shipping from \$99.99
Get it by Feb 5
[See shipping options](#)

Configure your bundle

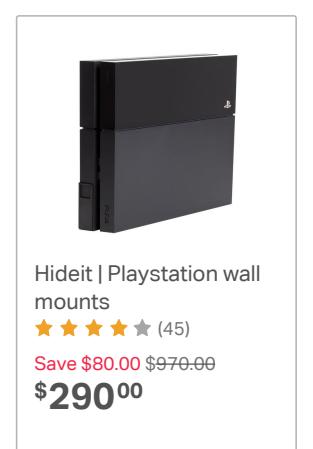


PlayStation Mounts

Controller

Speakers

Game



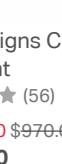
Hideit | Playstation Wall Mount

Beautifully Smart! The all-new 2014 M-Series 60" (60.00" Diag.) Full-Array LED Smart TVs have arrived. With a stunning picture, premium Smart TV and an ultra-slim frame, these TVs are perfect for those ready to step up to a more beautiful picture.

This M-Series TV features exceptional picture quality powered by Full-Array LED backlighting with 32 Active LED Zones. This means you get superior light uniformity, deeper black levels and brighter, more vivid details. And sports and fast action scenes are now even more clear, thanks to 240Hz Effective Refresh Rate with Clear Action 720.

[See details](#)

SELECT COLOR

**Add this to bundle**

HDE PS4 Vertical Stand Mount Non-Slip

(45)

Save \$80.00

\$970.00

\$290⁰⁰



Configurable link Sam's Club credit Join Renew

Explorations

Member services Shocking Values Configurable link

Your club
Concord, CA Your account Ximena Cart 3 ✓

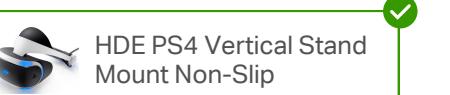
Configurable link Sam's Club credit Join Renew

Configuring

PlayStation VR Starter Bundle

TOTAL PRICE

\$625.09



HDE PS4 Vertical Stand Mount Non-Slip



1+

4.7



124 reviews

COMFORT 5.0 DURABILITY 3.0

FIT 4.0 FIT 5.0

PlayStation Move Motion Controllers - Two Pack

Beautifully Smart! The all-new 2014 M-Series 60" (60.00" Diag) Full-Array LED Smart TVs have arrived. With a stunning picture, premium Smart TV and an ultra-slim frame, these TVs are perfect for those ready to step up to a more beautiful picture.

This M-Series TV features exceptional picture quality powered by Full-Array LED backlighting with 32 Active LED Zones.

\$325.09

Add to this bundle



See details



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Concord, CA Your account Ximena Cart 3 ✓

Configurable link Sam's Club credit Join Renew

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★★★★★ Reviews (45) | Q&A (25) by Sony | Item 272056

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Choose playstation mount



[Hideit | Playstation wall mounts](#)
★★★★★ (45)
Save \$80.00 \$970.00
\$290.00



[HDE PS4 Vertical Stand Mount Non-Slip](#)
★★★★★ (24)
Save \$80.00 \$970.00
\$890.00



[Forza Designs Console Wall Mount](#)
★★★★★ (56)
Save \$80.00 \$970.00
\$567.00



[Adjustable TV Mount Bracket Stand Clip](#)
★★★★★ (79)
Save \$80.00 \$970.00
\$900.00



1. Playstation mount

2

3

4

\$625.09 - \$975.16

Add to cart

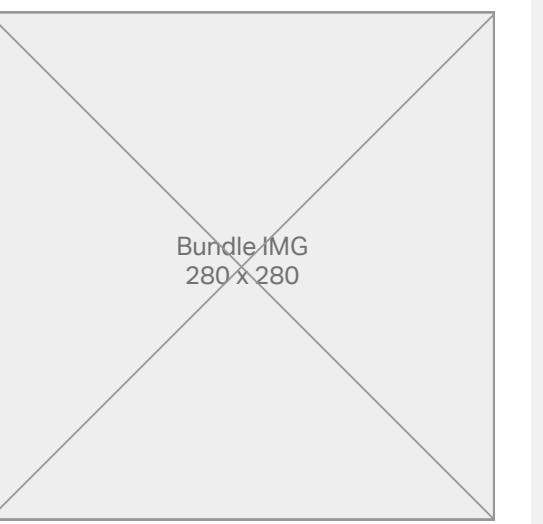


To purchase configure this bundle

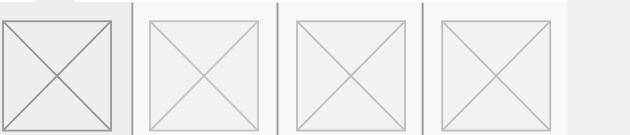
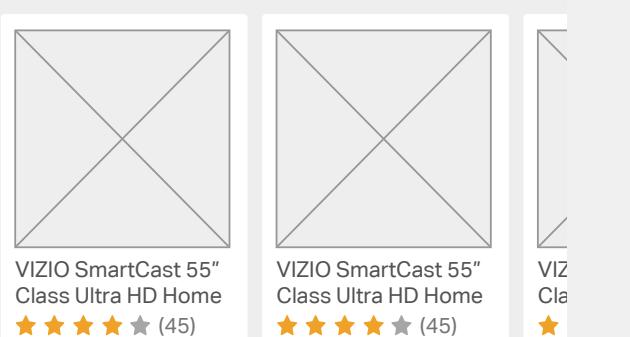
Search

Explorations

Wireless Controller

**About this bundle**

Bacon ipsum dolor ball tip shoulder pork loin pig salami tenderloin andouille chicken filet mignon meatloaf prosciutto ribeye. Short ribs ham ham hock bacon flank beef kevin ...

[More about this bundle](#)**Bundle Item 1 Options**

VIZIO SmartCast 55" Class Ultra HD Home

★★★★★ (45)

\$298⁵⁰**Select**

VIZIO SmartCast 55" Class Ultra HD Home

★★★★★ (45)

Select

Starting price \$298.50
Total \$298.50

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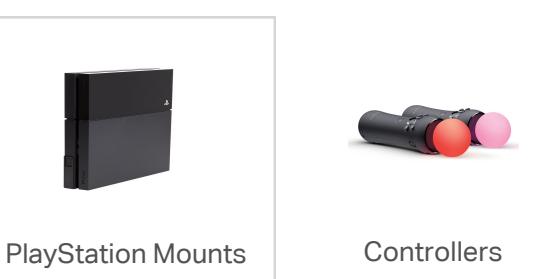
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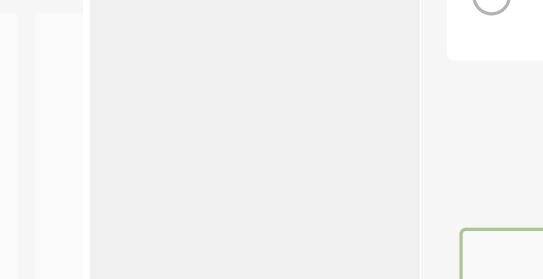
PlayStation VR Starter Bundle

**Items included with this bundle****Step 1 of 4: Select mount**

Hideit | Playstation wall mounts

★★★★★ (45)

+\$12.00

 Select[View options](#)

Hideit | Playstation wall mounts

★★★★★ (45)

Included

 Select[View options](#)

PlayStation VR Starter Bundle

Step 1 of 4: Select a mount

Hideit | Playstation wall mounts

★★★★★ (45)

+\$12.00

 Select[View options](#)

Hideit | Playstation wall mounts

★★★★★ (45)

Included

 Select[View options](#)**Continue****Select a controller****Select a speaker****Select a game**From \$645⁰⁰**Add to cart**

PlayStation VR Starter Bundle

1 of 3: Select a mount

Hideit | Playstation wall mounts

★★★★★ (45)

[Select options](#)

Hideit | Playstation wall mounts

★★★★★ (45)

[Select](#)

Hideit | Playstation wall mounts

★★★★★ (45)

[Select](#)

Save up to \$100.00

\$645⁰⁰**Continue****Select a controller****Select a game****Add to cart**

Explorations

Shop now

Wireless Controller

Bonus

Bundle IMG
280 x 280

About this bundle

Bacon ipsum dolor amet ball tip shoulder pork loin pig salami tenderloin andouille chicken filet mignon meatloaf prosciutto ribeye. Short ribs ham ham hock bacon flank beef kevin ...

[More about this bundle](#)

Bundle Item 1 Options

VIZIO SmartCast 55" Class Ultra HD Home
★★★★★ (45)

\$298⁵⁰

Select

VIZIO SmartCast 55" Class Ultra HD Home
★★★★★ (45)

\$343⁰⁰

Select

VIZ
Cl
★

\$3

Starting price \$298.50

☰ Menu

 Sam's Club





Search

Free shipping on all Black Friday [Shop now](#)

PlayStation VR Starter Bundle









Items included with this bundle



PlayStation Mounts



Controllers

Step 1 of 4: Select mount



Hideit | Playstation wall mounts

 (45)

+ \$12.00

Select



Hideit | Playstation wall mounts

 (45)

Included

[View options](#)

PlayStation VR Starter Bund

Step 1 of 4: Select a mount



Hideit | Playstation wall mounts

★★★★★ (45)

+ \$12.00

Select



Hideit | Playstation wall mounts

★★★★★ (45)

Included

[View options](#)

[Continue](#)

Select a controller

X

PlayStation VR Starter Bundle

1 of 3: Select a mount



Hideit | Playstation wall mounts

★★★★★ (45)

[Select options](#)



Hideit | Playstation wall mounts

★★★★★ (45)

Select



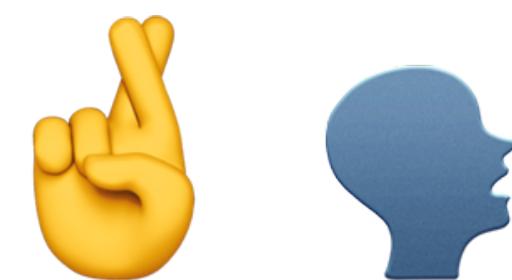
Hideit | Playstation wall mounts

★★★★★ (45)

Select

Save up to \$100.00

\$645.00



..with research goals

see if members are able to proceed further

to see if members understand the new interaction

how much do they pay vs how much they save?

X

PlayStation VR Starter Bundle

1 of 3: Select a mount

1. What part triggers the quick view?



PlayStation Mounts



Controllers



Games



Hideit | Playstation wall
mounts

★★★★★ (45)

Select



HDE PS4 Vertical Stand
Mount Non-Slip

★★★★★ (24)

Select



Forza Designs Console
Wall Mount

★★★★★ (56)

Select



Adjustable TV Mount
Bracket Stand Clip

★★★★★ (79)

Select

Save \$40.00

\$645⁰⁰

Continue

2. Few members did not notice the step header

PlayStation VR Starter Bundle

1 of 3: Select a mount

PlayStation Mounts + Controllers + Games

Hideit | Playstation wall mounts
★★★★★ (45)

HDE PS4 Vertical Stand Mount Non-Slip
★★★★★ (24)

Forza Designs Console Wall Mount
★★★★★ (56)

Adjustable TV Mount Bracket Stand Clip
★★★★★ (79)

Save \$40.00
\$645⁰⁰

Select Select Select Select Continue

3. Members expected to see the selection without going back

X

PlayStation VR Starter Bundle

3 of 3: Select a game

HDE PS4 Vertical...

Change

Hideit | Playstation...

Change

RESIDENT EVIL

Games

AVATAR

James Cameron's AVATAR THE GAME

PS3

PlayStation Network

TEEN

Uncharted

Hideit | Playstation wall mounts

★★★★★ (45)

KILLZONE

MERCENARY

PS VITA

PlayStation Network

MADE IN U.S.A.

E3 WINNER

SONY

Online Interactions Not Required by the ESRB

HDE PS4 Vertical Stand Mount Non-Slip

★★★★★ (24)

grand theft auto V

PlayStation Network

18

R

Forza Designs Console Wall Mount

★★★★★ (56)

WATCH DOGS

PS3

PlayStation Network

RP f

UBISOFT

Adjustable TV Mount Bracket Stand Clip

★★★★★ (79)

Save \$90.00

\$645⁰⁰

Tax Time Laptop Value Bundle w/Choice of Laptop, Case, & Printer

Review bundle and add to cart



+



+



=

Save \$100.00

\$645.00

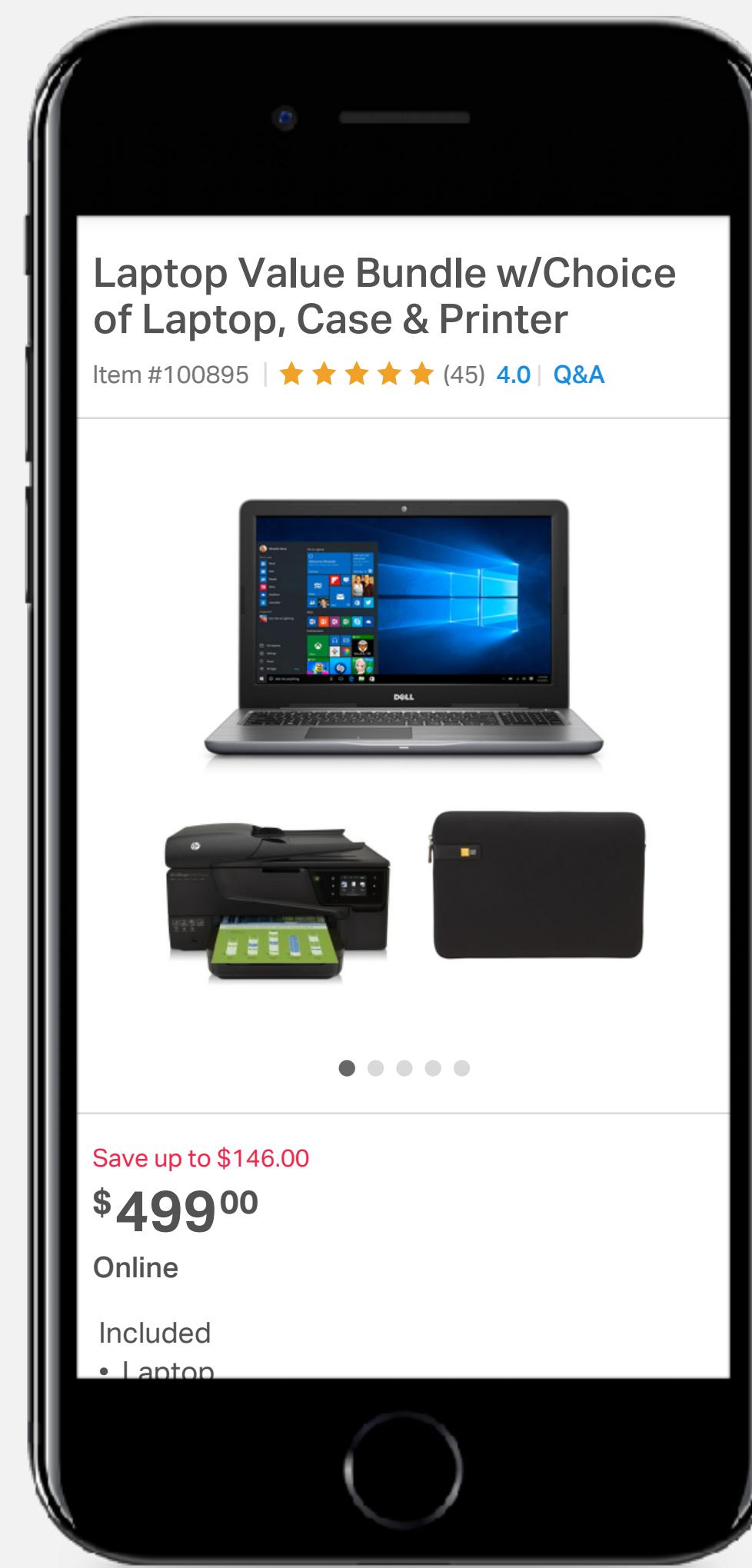
Add to cart

Change

Change

Change

UserTesting



Electronics & Computers > Computers > Laptop

Laptop Value Bundle w/Choice of Laptop, Case & Printer

Item # 539545 | ★★★★☆ 4.0 (45) | Write a review | Q&A

Save up to \$146.00
\$499.00

Online

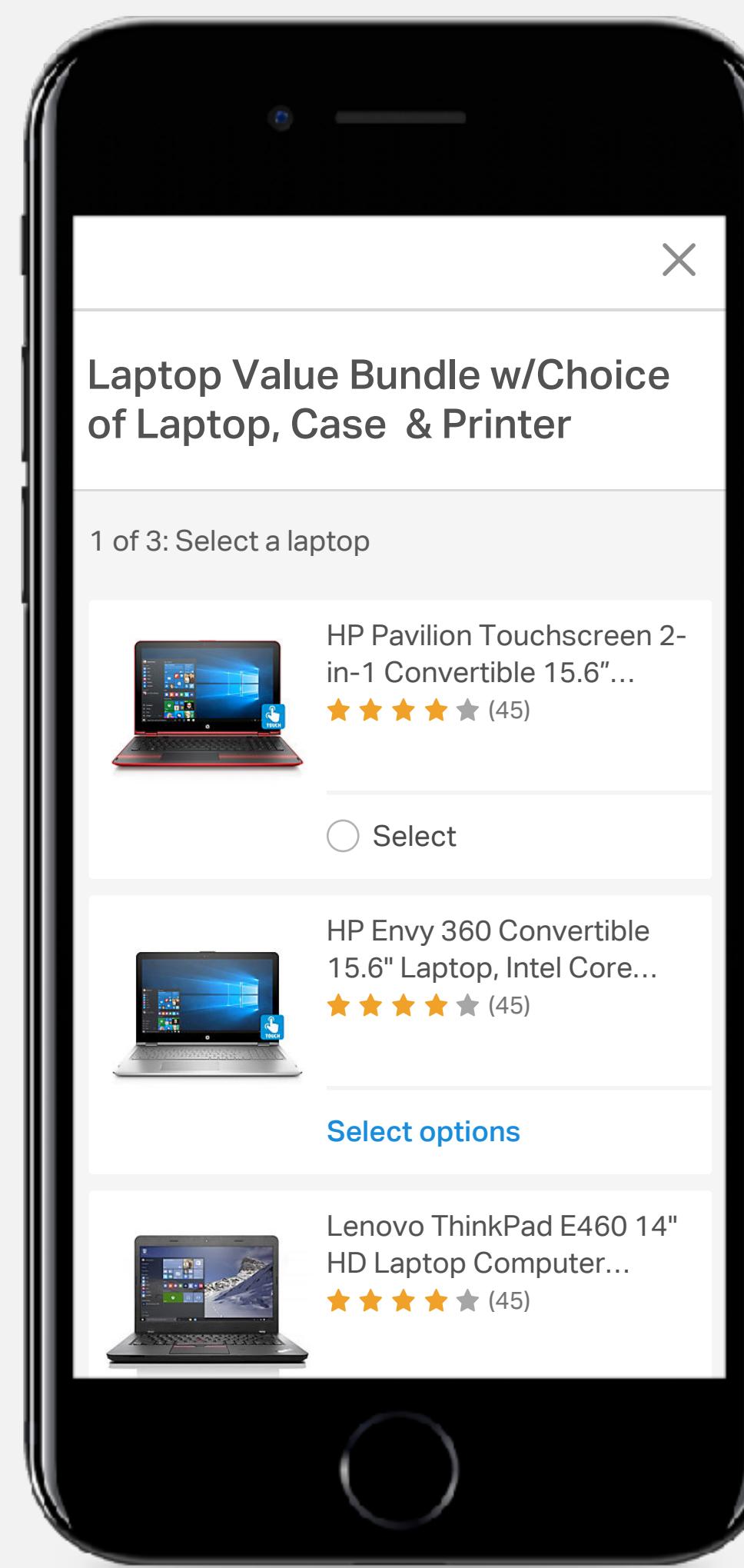
Included

- Laptop
- Laptop Case
- Printer

Start building

Shipping included
Get it by Feb 5
[See options ▾](#)

A larger screen displays the same product page on a desktop browser. The page includes a breadcrumb navigation (Electronics & Computers > Computers > Laptop), the main title "Laptop Value Bundle w/Choice of Laptop, Case & Printer", a detailed description, a large image of the laptop, printer, and case, and a summary section with the price, shipping information, and a "Start building" button. At the bottom, there are navigation arrows and video/view icons.



Laptop Value Bundle w/Choice of Laptop, Case & Printer

1 of 3: Select a laptop

Laptops + Cases + Printers

HP Pavilion Touchscreen 2-in-1 Convertible 15.6"...

HP Envy 360 Convertible 15.6" Laptop, Intel Core...

Lenovo ThinkPad E460 14" HD Laptop Computer...

Save up to \$146.00

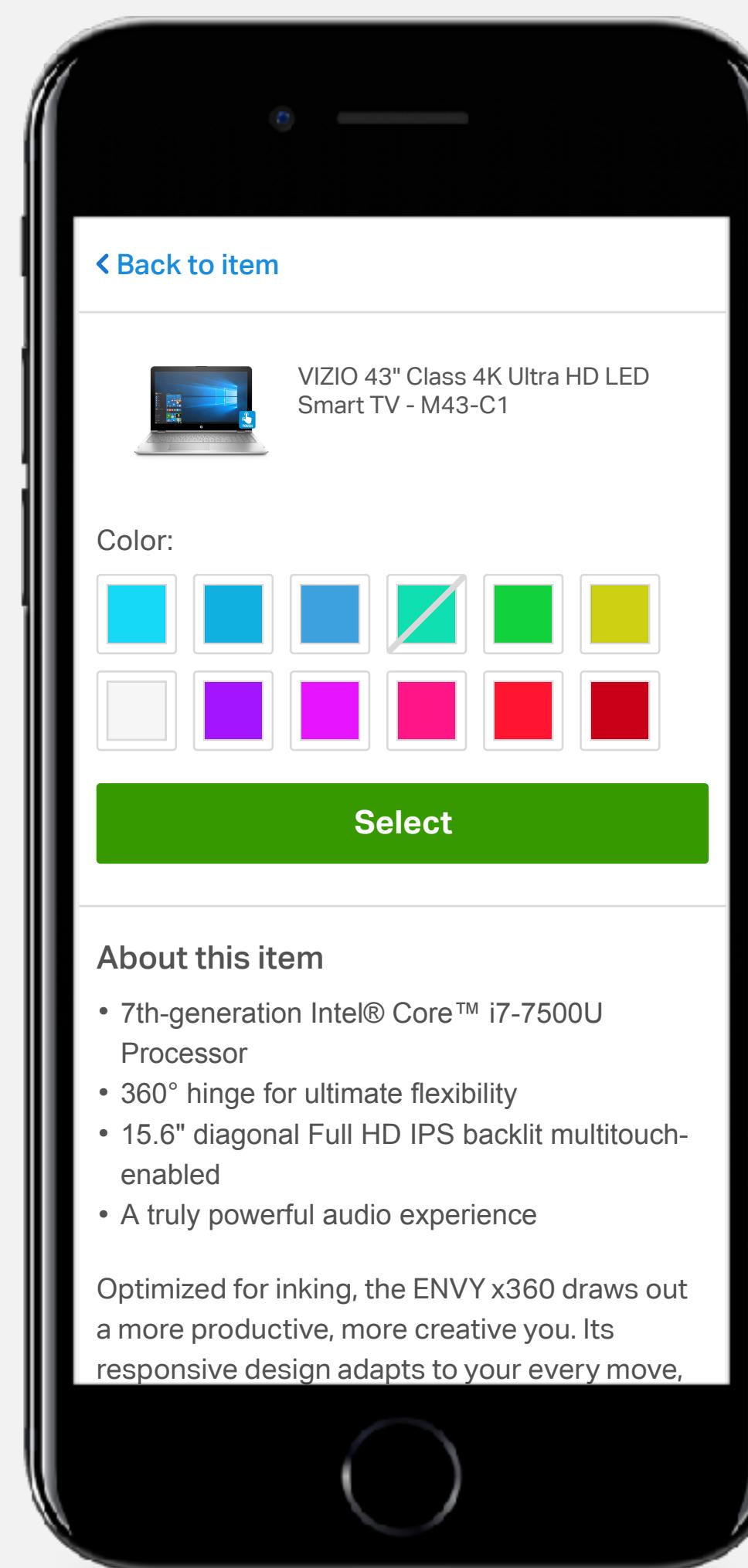
\$499.00

Continue

A laptop screen showing the second step of the bundle selection process. The title is "Laptop Value Bundle w/Choice of Laptop, Case & Printer" and the sub-instruction is "1 of 3: Select a laptop". At the top, there are three categories: "Laptops" (with an icon of a laptop), "Cases" (with an icon of a black case), and "Printers" (with an icon of a printer). Below these categories, there are four product cards:

- HP Pavilion Touchscreen 2-in-1 Convertible 15.6"**: An image of the laptop, a "View" button with a hand cursor, and the text "HP Pavilion Touchscreen 2-in-1 Convertible 15.6..." with a star rating of 4.5 stars and 45 reviews.
- HP Envy 360 Convertible 15.6" Laptop, Intel Core...**: An image of the laptop, a "Select options" button, and the text "HP Envy 360 Convertible 15.6" Laptop, Intel Core..." with a star rating of 4.5 stars and 45 reviews.
- Lenovo ThinkPad E460 14" HD Laptop Computer...**: An image of the laptop, a "Select" button, and the text "Lenovo ThinkPad E460 14" HD Laptop Computer..." with a star rating of 4.5 stars and 45 reviews.
- HP 15.6" Laptop, AMD A9-9420 Processor ...**: An image of the laptop, a "Select" button, and the text "HP 15.6" Laptop, AMD A9-9420 Processor ..." with a star rating of 4.5 stars and 45 reviews.

To the right of the products, a red text box says "Save up to \$146.00" and a large green button displays the price "\$499.00". A green "Continue" button is located at the bottom right. The MacBook logo is visible at the bottom center of the laptop screen.



A laptop screen displaying a product listing for an HP Envy x360 Convertible 15.6" Laptop, Intel Core i7-7500U Processor, 8 GB RAM, 256 GB SSD Hard Drive. The screen shows the laptop's image, its specifications, a color selection grid, and tabs for "About this item", "Description" (which is selected), and "Ratings and reviews".

HP Envy x360 Convertible 15.6" Laptop, Intel Core i7-7500U Processor, 8 GB RAM, 256 GB SSD Hard Drive

by HP | Item # 539545 | ★★★★★ (45)

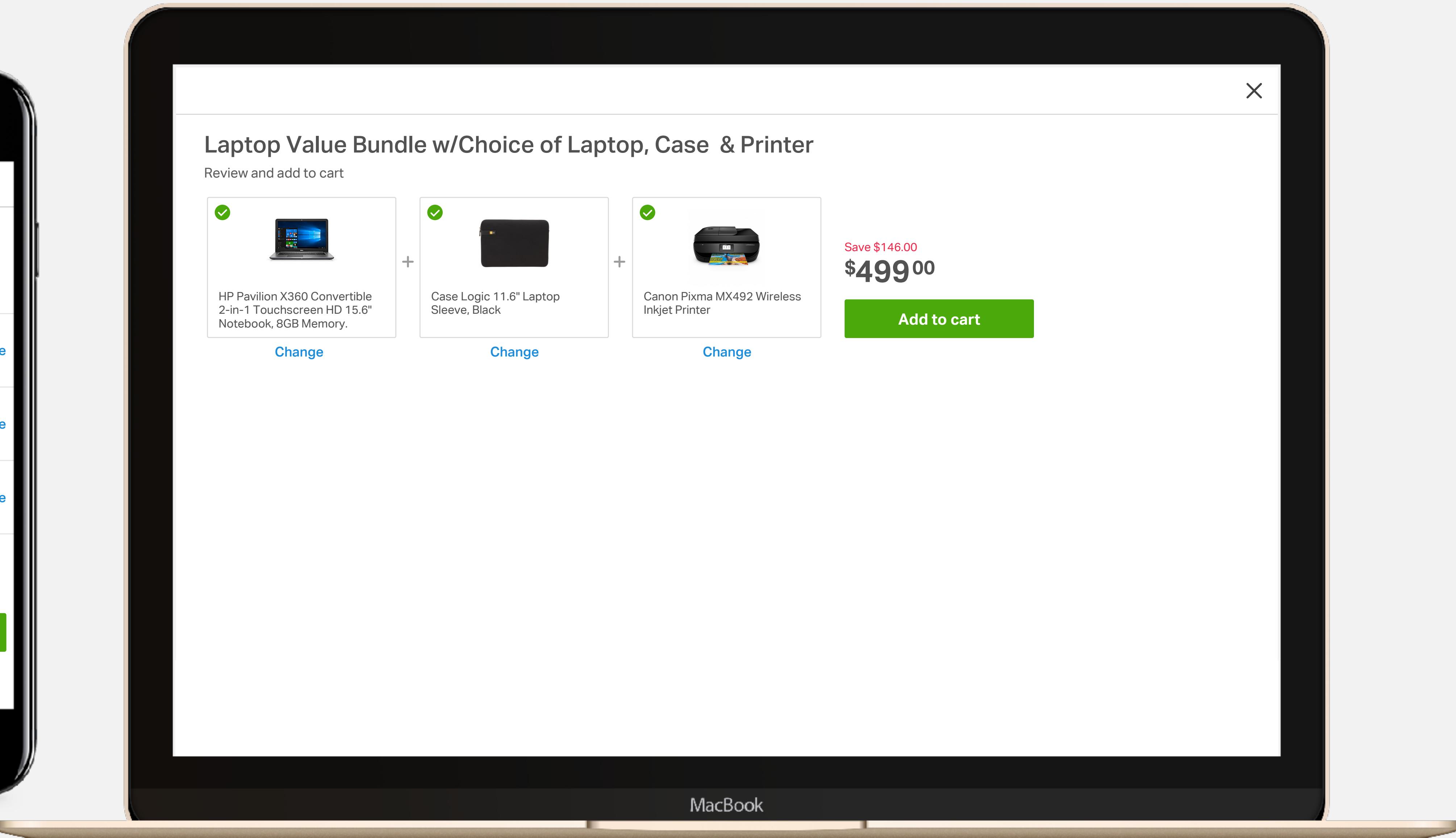
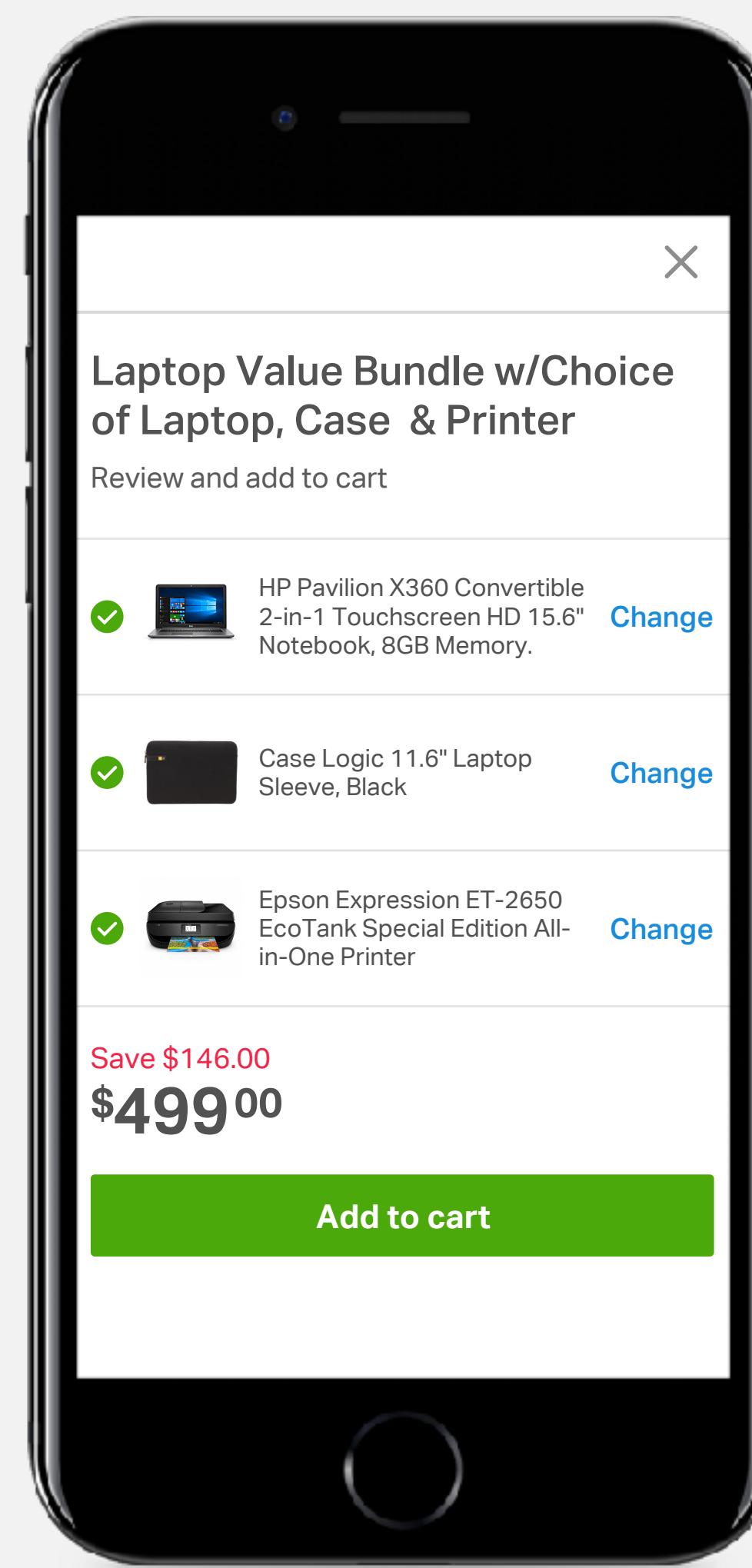
About this item Description Ratings and reviews

About this item

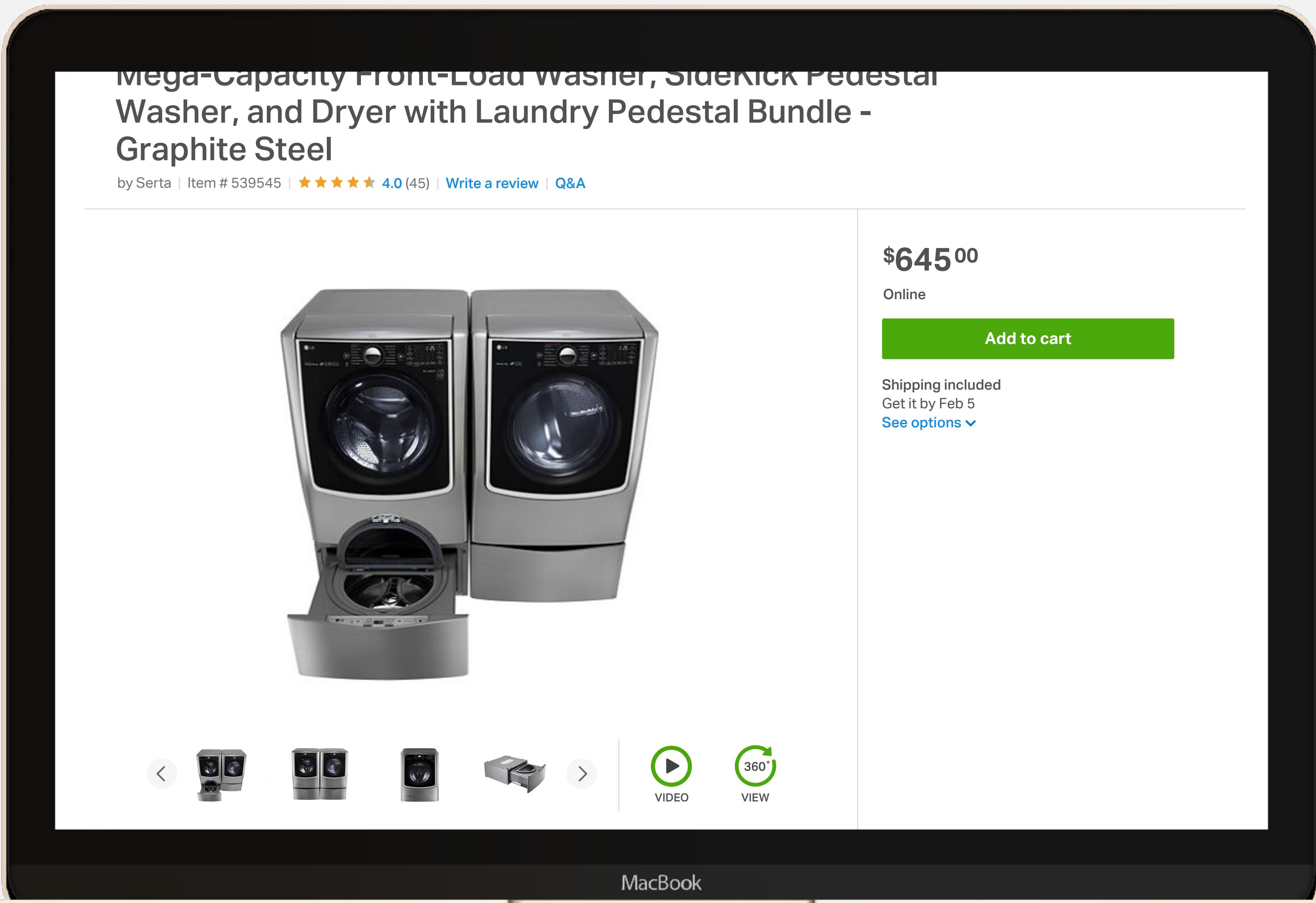
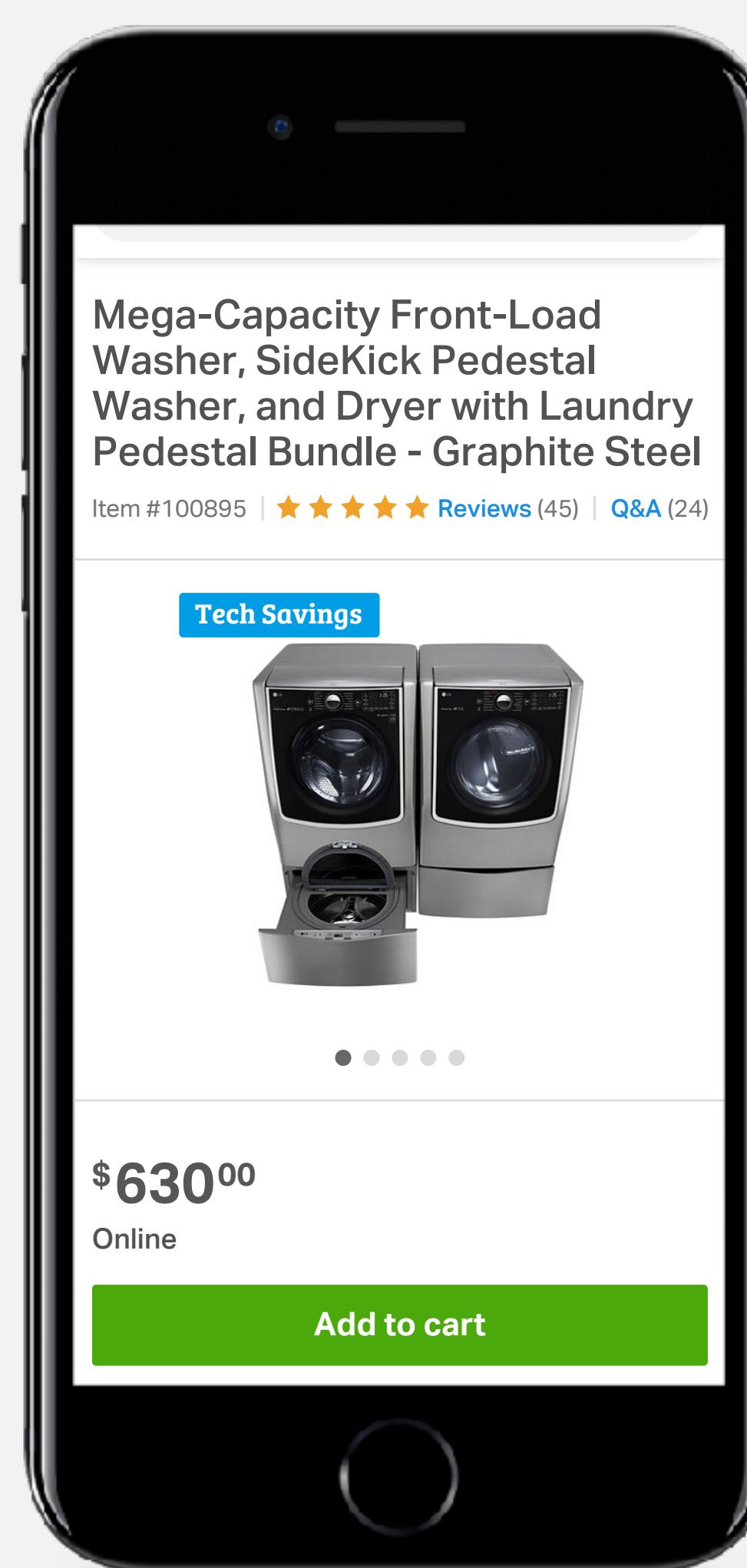
- 7th-generation Intel® Core™ i7-7500U Processor
- 360° hinge for ultimate flexibility
- 15.6" diagonal Full HD IPS backlit multitouch-enabled
- A truly powerful audio experience

Optimized for inking, the ENVY x360 draws out a more productive, more creative you. Its responsive design adapts to your every move,

MacBook



Static bundle when individual items are NOT available



Static bundle when individual items are available

The image shows a smartphone on the left and a MacBook on the right, both displaying a product page for a static bundle.

Smartphone Screen Content:

- Shipping & Options:** Shipping from \$4.99, Get it by Feb 5, See options
- Subscription:** Save time and never run out again! Subscribe now
- Why we love this:** Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur sed auctor diam. Ut vehicula ligula vel fermentum fermentum. Etiam non placerat neque. Praesent sed lectus placerat, malesuada tortor non, iaculis.
- Items included in this bundle:**
 - Forza Designs Console Wall Mount [Details](#)
 - Forza Designs Console Wall Mount [Details](#)
 - Forza Designs Console Wall Mount [Details](#)

MacBook Screen Content:

- Product Overview:** Displays four items: PlayStation Move box, PlayStation Move motion controller, Resident Evil 7 PS4 game cover, and a black rectangular object (likely the console). Navigation arrows, a video icon, and a 360° view icon are present.
- Why we love this:** Love the comfort and support of our most popular Savant model, but looking for something slightly firmer. This cushion-firm version of the Savant combines our Cool Action™ Dual Effects® Gel Memory Foam and EverFeel™ Technology for contouring, pressure-relieving comfort.
- Items included in this bundle:**
 - Forza Designs Console Wall Mount [Details](#)
 - Forza Designs Console Wall Mount [Details](#)
 - Forza Designs Console Wall Mount [Details](#)

Before

The screenshot shows a product bundle selection interface on the Sam's Club website. At the top, there are three circular window control buttons (red, yellow, green). Below them is a navigation bar with a 'Menu' icon, the 'Sam's Club' logo, a search bar, and account information ('Your club Concord, CA', 'Your account Sign In'). A green 'Cart 0' button is also present.

A message at the top says 'Build your bundle: You have 2 more selections to make'. Below this, two items are listed:

- 'Qore Hydration ArmBand' with a 'Select' button (highlighted with a red box).
- 'Qore Hydration Short' with a 'Select' button.

A modal window titled 'Qore Hydration ArmBand' displays two options:

- 'Qore ArmBand - Medium' with an 'Add to bundle' button.
- 'Qore ArmBand - Large' with an 'Add to bundle' button.

At the bottom of the main page, there is a product card for the 'Qore Hydration ArmBand':

Only sold online
Qty \$74.98 | Buy online

After

The screenshot shows a revised product bundle selection interface on the Sam's Club website. At the top, there are three circular window control buttons (red, yellow, green). Below them is a navigation bar with a 'Menu' icon, the 'Sam's Club' logo, a search bar, and account information ('Your club Concord, CA', 'Your account Sign In'). A green 'Cart 0' button is also present.

A message at the top says 'Laptop Value Bundle w/Choice of Laptop, Case & Printer'. Below this, it says '1 of 3: Select a laptop'.

Three categories are shown with '+' signs:

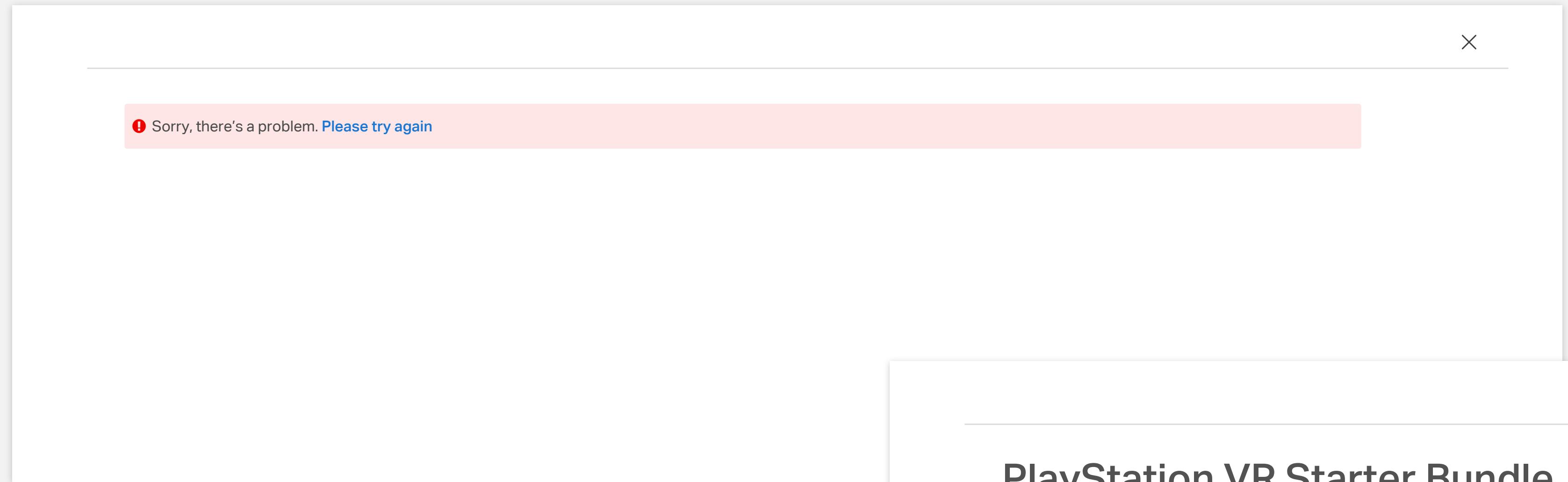
- Laptops (with an image of a laptop)
- Cases (with an image of a black case)
- Printers (with an image of a printer)

Below these categories, four laptop models are listed in a grid:

HP Pavilion Touchscreen 2-in-1 Convertible 15.6" ... ★ ★ ★ ★ ★ (45) <input type="radio"/> Select	HP Envy 360 Convertible 15.6" Laptop, Intel Core... ★ ★ ★ ★ ★ (45) <input type="radio"/> Select options	Lenovo ThinkPad E460 14" HD Laptop Computer... ★ ★ ★ ★ ★ (45) <input type="radio"/> Select	HP 15.6" Laptop, AMD A9-9420 Processor ... ★ ★ ★ ★ ★ (45) <input type="radio"/> Select

A red note on the right side says 'Save up to \$146.00' and a large green button at the bottom right says '\$499.00 Continue'.

Error scenarios



PlayStation VR Starter Bundle

Sorry, there's a problem. Please try again

Review and add to cart

+ +

Save \$259.12
\$645⁰⁰

Add to cart

Change Change Change

Detailed description: This screenshot shows a product page for the PlayStation VR Starter Bundle. The main title is 'PlayStation VR Starter Bundle'. Below it is a red error bar with the text 'Sorry, there's a problem. Please try again'. A hand cursor is hovering over this bar. The page displays three items: a VR headset, two controllers, and a game titled 'GTA VCity'. A 'Save \$259.12' badge is shown above the price '\$645⁰⁰'. A large green 'Add to cart' button is at the bottom. There are also 'Change' links under each item.

MVB: Minimal Viable Bundles



Shipping only



No price variation

< 4

Limited categories



If an item is not available, bundle is saved for later

\$35M

projected GMV